This listing of claims will replace all prior versions, and listings, of claims in the application.

Listing of Claims:

1. (previously presented) A computer-implemented method of processing financial instrument data to identify stock option spreads, comprising:

receiving by a computer system financial data from at least one data source;

processing within the computer system the financial data to derive values for a set of searchable parameters corresponding to stock option spreads;

receiving by the computer system user defined search criteria for searching the searchable parameters corresponding to the stock option spreads;

searching by the computer system the values derived for the set of searchable parameters for values having the user defined search criteria; and

determining at the computer system results from searching, the results comprising a list of option spreads having values for the set of searchable parameters that match the user defined search criteria.

2. (previously presented) The computer-implemented method of claim 1, wherein said step of processing within the computer system the financial data to derive values for a set of searchable parameters corresponding to stock option spreads comprises processing the financial data to derive values for at least one of the following: bull-put spreads; bear call spreads; collar spreads; strangle spreads; butterfly spreads; straddle spreads; and calendar spreads.

3. (previously presented) The computer-implemented method of claim 1, wherein said step of processing within the computer system the financial data to derive values for a set of searchable parameters corresponding to stock option spreads comprises the step of processing the financial data to derive values for at least one of the following searchable parameters: Black-Scholes ratio; option volume percentage; implied volatility; percentage to double; industry groupings; recommended listings; net credit; break even; whether in-the-money; whether out-of-the-money; and percentage return on an option spread.

4. (previously presented) The computer-implemented method of claim 1, further comprising:

transmitting from the computer system to a user a series of questions regarding investment preferences;

receiving by the computer system responses to said series of questions; and

formulating by the computer system_from said responses, search criteria for searching the searchable parameters.

5. (previously presented) The computer-implemented method of claim 1, further comprising the steps of:

receiving by the computer system a request to execute one of the set of option spreads; and

forwarding by the computer system_said request to execute one of the set of option spreads to a brokerage computer system operable to execute trades on stocks and stock options, wherein said request entails executing trades on a plurality of stock options.

6. (previously presented) The computer-implemented method of claim 1, wherein determining at the computer system results from searching, the results comprising a list of option spreads, comprises ordering the list in a user-specified manner.

7. (previously presented) The computer-implemented method of claim 1, wherein determining at the computer system results from searching, the results comprising a list of option spreads, comprises formatting a set of option spreads, said set of option spreads including a list of option spreads having options expiring in the same month.

8. (previously presented) A computer-implemented method for formulating searches of financial instruments in a computer system, comprising:

a computing system transmitting to a user a series of questions regarding investment preferences;

the computing system receiving responses to said series of questions;

the computing system formulating from said responses search criteria comprising at least one of a numeric value and a text value for searching for financial instruments; and

the computing system executing a search of a searchable database of financial instruments using said search criteria.

9. (previously presented) A computer-implemented method for processing trades in a computer system of financial instrument strategies including multiple financial instruments, comprising:

a computing system receiving a request to execute a trade of a financial instrument strategy;

the computing system formulating a trade request defining trades to be executed on a plurality of financial instruments included in the financial instrument strategy; and

the computing system routing the trade request to a brokerage.

10. (Original) A system for processing financial instrument data to identify stock option spreads, comprising:

a communication device for receiving data from external systems;

a processing device in communication with said communication device, wherein said processing device is programmed to perform the following:

receive financial data via said communication device from at least one data source;

process the financial data to derive values for a set of searchable parameters corresponding to stock option spreads;

receive user defined search criteria for searching the searchable parameters corresponding to the stock option spreads;

search the values derived for the set of searchable parameters for values having the user defined search criteria; and

identify a set of option spreads corresponding to values for the set of searchable parameters matching the user defined search criteria.

11. (previously presented) The computer-implemented_method of claim 1, wherein said step of receiving financial data from at least one data source comprises the step of

receiving for at least one stock option, at least one of the following: option symbol; underlying stock symbol; stock as price; option expiration date; option strike price; option bid; option volume; open interest; p/e ratio; average recommendation; the number of common shares outstanding; beta; company name; and Zack's indicator.

12. (previously presented) The computer-implemented method of claim 3 , wherein said step of processing the financial data to derive values for a set of searchable parameters corresponding to stock option spreads further comprises the step of receiving at least one of the following: percentage if not assigned; percentage if assigned; percentage earnings per share growth; percentage range; stock percentage volume; percentage yield; delta; implied volatility; and historical price volatility.

13. (previously presented) The computer-implemented method of claim 1, wherein said step of processing the financial data to derive values for a set of searchable parameters corresponding to stock option spreads comprises the step of processing the financial data to derive the percentage return on a stock option spread.

14. (previously presented) The computer-implemented method of claim 1, further comprising the step of determining if the user defined search criteria are operable for searching the searchable parameters.

15. (Previously Presented) The computer-implemented method of claim 1, wherein the step of receiving user defined search criteria for searching the searchable parameters comprises the step of receiving search criteria for at least one of the following: percentage return; net credit; stock price of underlying stock; percentage earnings per share growth; price to earnings ratio; percentage of range between the year's high and low stock price; average broker recommendation; percentage change in volume; number of shares outstanding; percent yield; beta; size of company; and volatility.

16. (Previously Presented) The computer-implemented method of claim 15 wherein said step of receiving user defined search criteria for searching the searchable

parameters further comprises the step of receiving search criteria identifying an industry segment.

17. (Previously Presented) The computer-implemented method of claim 15 wherein said step of receiving user defined search criteria for searching the searchable parameters further comprises the step of receiving search criteria identifying a recommended list.

18. (Previously Presented) The computer-implemented method of claim 17, wherein said step of receiving search criteria identifying a recommended list comprises the step of receiving search criteria identifying a user defined customized list.

19. (Previously Presented) The computer-implemented method of claim 1, further comprising the step of receiving sorting criteria for sorting stock option spreads.

20. (Previously Presented) The computer-implemented method of claim 19, wherein said step of receiving sorting criteria for sorting stock option spreads comprises the step of receiving criteria identifying sorting stock option spreads by at least one of the following: percent return; net credit; stock price; option bid price; option volume; open interest; percentage option volume; company name; percentage earnings per share; price to earnings ratio; percentage range; average brokerage recommendation; percentage volume; shares outstanding; expiration date; percentage yield; beta; volatility; Black-Scholes ratio; delta; implied volatility; break even; whether in-the-money; whether out-of-the-money; and percent to double.

21. (Previously Presented) The computer-implemented method of claim 20, wherein said step of receiving sorting criteria further comprises the step of receiving criteria identifying sorting on options coming due in a particular month.

22. (Previously Presented) The computer-implemented method of claim 20, wherein said step of receiving sorting criteria further comprises the step of receiving criteria identifying sorting results from high-to-low or low-to-high.

23. (previously presented) The computer-implemented method of claim 1, wherein said step of receiving user defined search criteria comprises the step of receiving criteria identifying searching for stock option spreads in-the-money or stock option spreads out-of-the-money.

24. (previously presented) The computer-implemented method of claim 1, wherein said step of determining results from searching, the results comprising a list of option spreads having values for the set of searchable parameters that match the user defined search criteria comprises the step of compiling a list of stock option spreads, wherein the list identifies for each stock option spread at least one of the following: stock symbol; stock price; option symbol; strike price; bid; ask; percentage return on spread; net credit; break even; volatility; and company name.

25. (previously presented) The computer-implemented method of claim 1, further comprising the step of saving user defined search criteria for searching the searchable parameters corresponding to the stock option spreads.

26. (previously presented) The computer-implemented_method of claim 25, further comprising, in response to a user request, the step of searching the values derived for the set of searchable parameters for values having the saved user defined search criteria.

27. (previously presented) In a computer system programmed to manage a portfolio of stock options, a computer-implemented method of providing alerts comprising the steps of:

a computing system detecting an event associated with the value of a stock option in a portfolio of stock options;

the computing system formatting a suggested action to be taken with respect to the stock option in response to the event; and

the computing system presenting the suggested action to a user of the system.

28. (previously presented) The computer-implemented method of claim 27, wherein said step of detecting an event associated with the value of a stock option in a portfolio comprises the step of detecting a value for at least one of the following: percent profit; day of the year; percentage loss; percent change in value; amount of premium relative to the Black-Scholes value; and actual price relative to the strike price.

29. (previously presented) The computer-implemented method of claim 8, wherein transmitting to a user a series of questions regarding investment preferences comprises transmitting to a user a question regarding preferences as to company size.

30. (previously presented) The computer-implemented method of claim 29, wherein formulating from said responses search criteria comprising at least one of a numeric value and a text value for searching for financial instruments comprises formulating a value for number of outstanding shares.

31. (previously presented) The computer-implemented method of claim 8, wherein transmitting to a user a series of questions regarding investment preferences comprises transmitting to a user a question regarding preferences as to dividends.

32. (previously presented) The computer-implemented method of claim 31, wherein formulating from said responses search criteria comprising at least one of a numeric value and a text value for searching for financial instruments comprises formulating a value for percent yield.

33. (previously presented) The computer-implemented method of claim 8, wherein transmitting to a user a series of questions regarding investment preferences comprises transmitting to a user a question regarding preferences as to stock price.

34. (previously presented) The computer-implemented method of claim 33, wherein formulating from said responses search criteria comprising at least one of a numeric value and a text value for searching for financial instruments comprises formulating a value for stock price.

35. (previously presented) The computer-implemented method of claim 8, wherein transmitting to a user a series of questions regarding investment preferences comprises transmitting to a user a question regarding preferences as to operating revenues.

36. (previously presented) The computer-implemented method of claim 35, wherein formulating from said responses search criteria comprising at least one of a numeric value and a text value for searching for financial instruments comprises formulating a value for price to earnings ratio.

37. (previously presented) The computer-implemented method of claim 8, wherein transmitting to a user a series of questions regarding investment preferences comprises transmitting to a user a question regarding preferences as to growth rate.

38. (previously presented) The computer-implemented method of claim 37, wherein formulating from said responses search criteria comprising at least one of a numeric value and a text value for searching for financial instruments comprises formulating a value for percent earnings per share growth.

39. (previously presented) The computer-implemented method of claim 8, wherein transmitting to a user a series of questions regarding investment preferences comprises transmitting to a user a question regarding preferences as to price to earnings ratio.

40. (previously presented) The computer-implemented method of claim 39, wherein formulating from said responses search criteria comprising at least one of a numeric

value and a text value for searching for financial instruments comprises formulating a value for price to earnings ratio.

41. (previously presented) The computer-implemented method of claim 8, wherein transmitting to a user a series of questions regarding investment preferences comprises transmitting to a user a question regarding preferences as to current price relative to historical highs and lows.

42. (previously presented) The computer-implemented method of claim 8, wherein transmitting to a user a series of questions regarding investment preferences comprises transmitting to a user a question regarding preferences as to risk.

43. (previously presented) The computer-implemented method of claim 8, wherein formulating from said responses search criteria comprising at least one of a numeric value and a text value for searching for financial instruments comprises formulating search criteria for searching for options, and

wherein executing a search of a searchable database of financial instruments using said search criteria comprises executing a search of a searchable database of options.

44. (previously presented) The computer-implemented method of claim 8, wherein formulating from said responses search criteria comprising at least one of a numeric value and a text value for searching for financial instruments comprises formulating search criteria for searching for option spreads, and

wherein executing a search of a searchable database of financial instruments using said search criteria comprises executing a search of a searchable database of data relating to option spreads.

45. (previously presented) The computer-implemented method of claim 9, wherein receiving a request to execute a trade of a financial instrument strategy comprises receiving a request to execute a trade of an option strategy, and

wherein formulating a trade request defining trades to be executed on a plurality of financial instruments included in the financial instrument strategy comprises formulating a trade request defining trades to be executed on an option included in the option strategy.

46. (previously presented) The computer-implemented method of claim 45, wherein receiving a request to execute a trade of an option strategy comprises receiving a request to execute a trade of a vertical spread, and

wherein formulating a trade request defining trades to be executed on an option comprises formulating a trade request defining trades on multiple options having different strike prices.

47. (previously presented) The computer-implemented method of claim 45, wherein receiving a request to execute a trade of an option strategy comprises receiving a request to execute a covered call, and

wherein formulating a trade request defining trades to be executed on an option comprises formulating a trade request defining trades to purchase a call option and purchase the underlying stock.

48. (previously presented) The computer-implemented method of claim 27, wherein detecting an event associated with the value of a stock option in a portfolio of stock options comprises detecting the stock option has dropped in price, and

wherein formatting a suggested action to be taken comprises identifying a second stock option with a different strike price, and formatting a suggestion to purchase the stock option and to purchase the second option with a different strike price.

49. (previously presented) The computer-implemented method of claim 1, wherein said step of formatting by the computer system a list of option spreads comprises the step of formatting a set of option spreads, said set of option spreads including a list of option spreads having options expiring in different months.

50. (previously presented) The system of claim 10, wherein said processing device is programmed, in connection with processing the financial data to derive values for a set of searchable parameters corresponding to stock option spreads, to process the financial data to derive values for at least one of the following: bull-put spreads; bear call spreads; collar spreads; strangle spreads; butterfly spreads; straddle spreads; and calendar spreads.

51. (previously presented) The system of claim 10, wherein said processing device is programmed, in connection with processing the financial data to derive values for a set of searchable parameters corresponding to stock option spreads, to process the financial data to derive values for at least one of the following searchable parameters: Black-Scholes ratio; option volume percentage; implied volatility; percentage to double; industry groupings; recommended listings; net credit; break even; whether in-the-money; whether out-of-the-money; and percentage return on an option spread.

52. (previously presented) The system of claim 10, wherein said processing device is programmed to further perform:

transmitting from the system to a user a series of questions regarding investment preferences;

receiving by the system responses to said series of questions; and

formulating by the system from said responses, search criteria for searching the searchable parameters.

53. (previously presented) The system of claim 10, wherein said processing device is programmed to further perform:

receiving by the system a request to execute one of the set of option spreads; and

forwarding by the system said request to execute one of the set of option spreads to a brokerage computer system operable to execute trades on stocks and stock options, wherein said request entails executing trades on a plurality of stock options.

54. (previously presented) The system of claim 10, wherein said processing device is programmed, in connection with identifying a set of options spreads, to order a list of option spreads in a user-specified manner.

55. (previously presented) The system of claim 10, wherein said processing device is programmed, in connection with identifying a set of option spreads, to format a set of option spreads, said set of option spreads including a list of option spreads having options expiring in the same month.

56. (previously presented) The system of claim 10, wherein said processing device is programmed, in connection with receiving financial data from at least one data source, to receive for at least one stock option, at least one of the following: option symbol; underlying stock symbol; stock as price; option expiration date; option strike price; option bid; option volume; open interest; p/e ratio; average recommendation; the number of common shares outstanding; beta; company name; and Zack's indicator.

57. (previously presented) The system of claim 56 , wherein said processing device is programmed, in connection with processing the financial data to derive values for a set of searchable parameters corresponding to stock option spreads, to receive at least one of the following: percentage if not assigned; percentage if assigned; percentage earnings per share growth; percentage range; stock percentage volume; percentage yield; delta; implied volatility; and historical price volatility.

58. (previously presented) The system of claim 10, wherein said processing device is programmed, in connection with processing the financial data to derive values for a set of searchable parameters corresponding to stock option spreads, to process the financial data to derive the percentage return on a stock option spread.

59. (previously presented) The system of claim 10, wherein said processing device is programmed to further perform determining if the user defined search criteria are operable for searching the searchable parameters.

60. (previously presented) The system of claim 10, wherein said processing device is programmed, in connection with receiving user defined search criteria for searching the searchable parameters, to receive search criteria for at least one of the following: percentage return; net credit; stock price of underlying stock; percentage earnings per share growth; price to earnings ratio; percentage of range between the year's high and low stock price; average broker recommendation; percentage change in volume; number of shares outstanding; percent yield; beta; size of company; and volatility.

61. (previously presented) The system of claim 60 wherein said processing device is programmed, in connection with receiving user defined search criteria for searching the searchable parameters, to receive search criteria identifying an industry segment.

62. (previously presented) The system of claim 60 wherein said processing device is programmed, in connection with receiving user defined search criteria for searching the searchable parameters, to receive search criteria identifying a recommended list.

63. (previously presented) The system of claim 62, wherein said processing device is programmed, in connection with receiving search criteria identifying a recommended list, to receive search criteria identifying a user defined customized list.

64. (previously presented) The system of claim 10, wherein said processing device is programmed to receive sorting criteria for sorting stock option spreads.

65. (previously presented) The system of claim 64, wherein said processing device is programmed, in connection with receiving sorting criteria for sorting stock option spreads, to receive criteria identifying sorting stock option spreads by at least one of the following: percent return; net credit; stock price; option bid price; option volume; open interest; percentage option volume; company name; percentage earnings per share; price to earnings ratio; percentage range; average brokerage recommendation; percentage volume; shares outstanding; expiration date; percentage yield; beta; volatility; Black-Scholes ratio; delta;

implied volatility; break even; whether in-the-money; whether out-of-the-money; and percent to double.

66. (previously presented) The system of claim 65, wherein said processing device is programmed, in connection with receiving sorting criteria, to receive criteria identifying sorting on options coming due in a particular month.

67. (previously presented) The system of claim 65, wherein said processing device is programmed, in connection with receiving sorting criteria, to receive criteria identifying sorting results from high-to-low or low-to-high.

68. (previously presented) The system of claim 10, wherein said processing device is programmed, in connection with receiving user defined search criteria, to receive criteria identifying searching for stock option spreads in-the-money or stock option spreads out-of-the-money.

69. (previously presented) The system of claim 10, wherein said processing device is programmed, in connection with identifying a set of option spreads corresponding to values for the set of searchable parameters matching the user defined search criteria, to compile a list of stock option spreads, wherein the list identifies for each stock option spread at least one of the following: stock symbol; stock price; option symbol; strike price; bid; ask; percentage return on spread; net credit; break even; volatility; and company name.

70. (previously presented) The system of claim 10, wherein said processing device is programmed to save user defined search criteria for searching the searchable parameters corresponding to the stock option spreads.

71. (previously presented) The system of claim 70, wherein said processing device is programmed, in response to a user request, to search the values derived for the set of searchable parameters for values having the saved user defined search criteria.

72. (previously presented) A tangible computer readable storage medium having instructions stored thereon that, if executed by a computing system, cause the computing system to perform operations comprising:

receiving by a computer system financial data from at least one data source;

processing within the computer system the financial data to derive values for a set of searchable parameters corresponding to stock option spreads;

receiving by the computer system user defined search criteria for searching the searchable parameters corresponding to the stock option spreads;

searching by the computer system the values derived for the set of searchable parameters for values having the user defined search criteria; and

determining at the computer system results from searching, the results comprising a list of option spreads having values for the set of searchable parameters that match the user defined search criteria.

73. (previously presented) A system for formulating searches for financial instruments, comprising:

a computing processor;

computing memory communicatively coupled to the computing processor, the computing memory having stored thereon computer-executable instructions that, if executed by the system, cause the system to perform operations comprising:

transmitting to a user a series of questions regarding investment preferences;

receiving responses to said series of questions;

formulating from said responses search criteria comprising at least one of a numeric value and a text value for searching for financial instruments; and

executing a search of a searchable database of financial instruments using said search criteria.

74. (previously presented) The system of claim 73, wherein transmitting to a user a series of questions regarding investment preferences comprises transmitting to a user a question regarding preferences as to company size.

75. (previously presented) The system of claim 74, wherein formulating from said responses search criteria comprising at least one of a numeric value and a text value for searching for financial instruments comprises formulating a value for number of outstanding shares.

76. (previously presented) The system of claim 73, wherein transmitting to a user a series of questions regarding investment preferences comprises transmitting to a user a question regarding preferences as to dividends.

77. (previously presented) The system of claim 76, wherein formulating from said responses search criteria comprising at least one of a numeric value and a text value for searching for financial instruments comprises formulating a value for percent yield.

78. (previously presented) The system of claim 73, wherein transmitting to a user a series of questions regarding investment preferences comprises transmitting to a user a question regarding preferences as to stock price.

79. (previously presented) The system of claim 78, wherein formulating from said responses search criteria comprising at least one of a numeric value and a text value for searching for financial instruments comprises formulating a value for stock price.

80. (previously presented) The system of claim 73, wherein transmitting to a user a series of questions regarding investment preferences comprises transmitting to a user a question regarding preferences as to operating revenues.

81. (previously presented) The system of claim 80, wherein formulating from said responses search criteria comprising at least one of a numeric value and a text value for searching for financial instruments comprises formulating a value for price to earnings ratio.

82. (previously presented) The system of claim 73, wherein transmitting to a user a series of questions regarding investment preferences comprises transmitting to a user a question regarding preferences as to growth rate.

83. (previously presented) The system of claim 82, wherein formulating from said responses search criteria comprising at least one of a numeric value and a text value for searching for financial instruments comprises formulating a value for percent earnings per share growth.

84. (previously presented) The system of claim 73, wherein transmitting to a user a series of questions regarding investment preferences comprises transmitting to a user a question regarding preferences as to price to earnings ratio.

85. (previously presented) The system of claim 84, wherein formulating from said responses search criteria comprising at least one of a numeric value and a text value for searching for financial instruments comprises formulating a value for price to earnings ratio.

86. (previously presented) The system of claim 85, wherein transmitting to a user a series of questions regarding investment preferences comprises transmitting to a user a question regarding preferences as to current price relative to historical highs and lows.

87. (previously presented) The system of claim 73, wherein transmitting to a user a series of questions regarding investment preferences comprises transmitting to a user a question regarding preferences as to risk.

88. (previously presented) The system of claim 87, wherein formulating from said responses search criteria comprising at least one of a numeric value and a text value for searching for financial instruments comprises formulating search criteria for searching for options, and

wherein executing a search of a searchable database of financial instruments using said search criteria comprises executing a search of a searchable database of options.

89. (previously presented) The system of claim 73, wherein formulating from said responses search criteria comprising at least one of a numeric value and a text value for searching for financial instruments comprises formulating search criteria for searching for option spreads, and

wherein executing a search of a searchable database of financial instruments using said search criteria comprises executing a search of a searchable database of data relating to option spreads.

90. (previously presented) A tangible computer readable storage medium having instructions stored thereon that, if executed by a computing system, cause the computing system to perform operations comprising:

transmitting to a user a series of questions regarding investment preferences;

receiving responses to said series of questions;

formulating from said responses search criteria comprising at least one of a numeric value and a text value for searching for financial instruments; and

executing a search of a searchable database of financial instruments using said search criteria.

91. (previously presented) A system for processing trades, comprising:

a computing processor;

computing memory communicatively coupled to the computing processor, the computing memory having stored therein instructions that, if executed by the system, cause the system to perform operations comprising:

receiving a request to execute a trade of a financial instrument strategy;

formulating a trade request defining trades to be executed on a plurality of financial instruments included in the financial instrument strategy; and

routing the trade request to a brokerage.

92. (previously presented) The system of claim 91, wherein receiving a request to execute a trade of a financial instrument strategy comprises receiving a request to execute a trade of an option strategy, and

wherein formulating a trade request defining trades to be executed on a plurality of financial instruments included in the financial instrument strategy comprises formulating a trade request defining trades to be executed on an option included in the option strategy.

93. (previously presented) The system of claim 92, wherein receiving a request to execute a trade of an option strategy comprises receiving a request to execute a trade of a vertical spread, and

wherein formulating a trade request defining trades to be executed on an option comprises formulating a trade request defining trades on multiple options having different strike prices.

94. (previously presented) The system of claim 93, wherein receiving a request to execute a trade of an option strategy comprises receiving a request to execute a covered call, and

wherein formulating a trade request defining trades to be executed on an option comprises formulating a trade request defining trades to purchase a call option and purchase the underlying stock.

95. (previously presented) A tangible computer readable storage medium having instructions stored thereon that, if executed by a computing system, cause the computing system to perform operations comprising:

receiving a request to execute a trade of a financial instrument strategy;

formulating a trade request defining trades to be executed on a plurality of financial instruments included in the financial instrument strategy; and

routing the trade request to a brokerage.

96. (previously presented) A system for providing alerts comprising:

a computing processor;

computing memory communicatively coupled to the computing processor, the computing memory having stored therein instructions that, if executed by the system, cause the system to perform operations comprising:

detecting an event associated with the value of a stock option in a portfolio of stock options;

formatting a suggested action to be taken with respect to the stock option in response to the event; and

presenting the suggested action to a user of the system.

97. (previously presented) The system of claim 96,

wherein said step of detecting an event associated with the value of a stock option in a portfolio comprises the step of detecting a value for at least one of the following: percent profit; day of the year; percentage loss; percent change in value; amount of premium relative to the Black-Scholes value; and actual price relative to the strike price.

98. (previously presented) The system of claim 96,

wherein detecting an event associated with the value of a stock option in a portfolio of stock options comprises detecting the stock option has dropped in price, and

wherein formatting a suggested action to be taken comprises identifying a second stock option with a different strike price, and formatting a suggestion to purchase the stock option and to purchase the second option with a different strike price.

99. (previously presented) A tangible computer readable storage medium having instructions stored thereon that, if executed by a computing system, cause the computing system to perform operations comprising:

detecting an event associated with the value of a stock option in a portfolio of stock options;

formatting a suggested action to be taken with respect to the stock option in response to the event; and

presenting the suggested action to a user of the system.